



# Station Order Revised Planned Parenthood Action Fund 2012

**Market:** Washington, DC

**Flight Dates:** Wednesday, May 30, 2012 to Tuesday, June 05, 2012

Estimate ID

11191

**Contact:** Susan Petro/Barbara Monares

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## WJLA-TV

Program Name	DP	Days Length	Gross Rate	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Total
				May 30	May 31	Jun 01	Jun 02	Jun 03	Jun 04	Jun 05	
WJLA 6a News 6:00 AM 7:00 AM	EM	M-F 30	\$800.00 \$1,600.00		1					1	2
Good Morn America 7:00 AM 9:00 AM	EM	M-F 30	\$1,000.00 \$5,000.00	1	1	1			1	1	5
WJLA 5p News 5:00 PM 6:00 PM	EN	M-F 30	\$1,000.00 \$1,000.00			1					1
WJLA 6p News 6:00 PM 6:30 PM	EN	M-F 30	\$1,200.00 \$2,400.00	1					1		2
Wheel of Fortune 7:00 PM 7:30 PM	PA	M-F 30	\$2,000.00 \$4,000.00		1					1	2
Jeopardy 7:30 PM 8:00 PM	PA	M-F 30	\$2,600.00 \$7,800.00	1		1			1		3
ABC Special 9:00 PM 11:00 PM 6/5: Concert for the Queen	PT	Tu 30	\$7,500.00 \$7,500.00							1	1
Duets 8:00 PM 10:00 PM	PT	Th 30	\$7,000.00 \$7,000.00		1						1
WJLA 11p News 11:00 PM 11:30 PM	LN	M-F 30	\$2,400.00 \$2,400.00						1		1
<b>Station Gross Totals</b>			<b>\$38,700.00</b>	<b>3</b>	<b>4</b>	<b>3</b>			<b>4</b>	<b>4</b>	<b>18</b>

Rachael Beale

**Media Strategies and Research**

11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030

703-877-2000 303-764-9958 Fax

rachael@mediastrategies.com

Date/Time Sent: 5/24/2012 1:48:23 PM

WJLA-TV

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# AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> WJLA-TV Washington, DC	<b>Date:</b> 5/24/2012
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I, Media Strategies and Research

do hereby request station time concerning the following issue:

Broadcast Length	Time of Day, Rotation, or Package	Days	Class	Times per Week	Number of Weeks
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**SEE ATTACHED SCHEDULE**

<b>Date of First Broadcast:</b>	<b>Date of Last Broadcast:</b>
<b>Wednesday, May 30, 2012</b>	<b>Tuesday, June 05, 2012</b>

**Total Gross Charges: \$38,700.00**

This broadcast time will be used by: **Planned Parenthood Action Fund 2012**

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

☒

**Yes**

☐

**No**



**Media Strategies and Research**

1580 Lincoln Street, Suite 510  
 Denver, Colorado 80203  
 (303) 989-4700

11350 Random Hills Road, Suite 670  
 Fairfax, Virginia 22030  
 (703) 877-2000

For Programming that "communicates a message relating to any political matter of national importance, list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For Programming that "communicates a message relating to any political matter of national importance, attach Agreed Upon Schedule.

I represent that the payment for the above described broadcast time has been furnished by:

**Planned Parenthood Action Fund 2012**

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☐ an association; ☒ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

1110 Vermont Ave, NW, Washington, D.C. 20005

Executive Director

202-973-4800 Treasurer: Joseph Davy

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s).

For the above-stated broadcast(s) I also agree to prepare a script, transcript, or tape, which will be delivered to the station prior to the time of the scheduled broadcasts.

**To Be Signed By Issue Advertiser**

Thursday, May 24, 2012

Date

*Arthur J. Whitaker*

Signature

303-989-4700

Contact Phone Number

**To Be Signed By Station Representative**

☒ Accepted

☐ Accepted In Part

☐ Rejected

*Barbara Monares*

Signature

Barbara Monares

Printed Name

AE

Title



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